



Gary Erickson, Owner and Founder, Clif Bar & Company

Gary Erickson, along with his wife Kit Crawford, is owner of Clif Bar & Company, the nation's leading maker of all-natural, organic energy and nutrition foods and drinks. Though resistant to labels, Gary Erickson is nationally recognized as a visionary entrepreneur who believes there is more to business than the bottom line. With the founding of Clif Bar, Gary created his dream job combining his love of the outdoors, cycling, and great food with his passion for business and social responsibility.

As the owners of a privately-held company, Gary and Kit developed an innovative business model that integrates social and environmental responsibility into every area of the business. Guided by five bottom lines – *Sustaining our Business, Sustaining our Brands, Sustaining our People, Sustaining our Community and Sustaining the Planet* – Clif Bar & Company has not only achieved success in business – growing 26 percent each year since 2005 – it has also garnered national acclaim for its commitment to the environment, support for important causes such as the fight against breast cancer and nurturing employees. Gary shares this unique approach to business in his recent book, “RAISING THE BAR: Integrity and Passion in Life and Business: The Story of Clif Bar Inc.” (Jossey-Bass).

Gary started the company as a small bakery, Kali's Sweets & Savories. In 1992, the bakery introduced the first Clif Bar energy bars to the public. Named in honor of Gary's father and childhood adventure companion, Clifford; Clif Bars offered all-natural ingredients and performance nutrition with home-baked appeal. The company was named Clif Bar Inc. in 1997 and then renamed Clif Bar & Company in 2005.

Gary continues to find inspiration in food and the outdoors. After purchasing 80 acres of farmland in Napa, Gary and Kit began work on a new venture, the Clif Bar Family Winery & Farm. Since 2004, the organic winery has released 5,000 cases under the Clif Bar Family Winery label.

Prior to establishing Kali's and Clif Bar, Gary spent a decade overseeing the design and production of bicycle saddles. His designs earned him high praise and an exhibit at the New York Museum of Modern Art. Gary holds a business degree from California Polytechnic State University, San Luis Obispo.

An experienced outdoor adventurer, Gary is an accomplished rock climber, cyclist, mountain biker, skier and backpacker. He has cycled through the French and Italian Alps, trekked in the Himalayas and competed in 24-hour mountain bike events. Gary, Kit and their three children reside in Napa County. The couple shares a passion for adventure, travel and great food and wine.



Kit Crawford
Owner
Clif Bar & Company

Kit Crawford, along with her husband Gary Erickson, is owner of Clif Bar & Company, the nation's leading maker of all-natural, organic energy and nutrition foods and drinks. At Clif Bar & Company, Kit oversees the company's brand development, human resources, and community outreach. She is also the president of the Clif Bar Family Foundation and she serves as a strategic advisor to LUNAFEST™, a national, traveling film festival of short films by ... for ... about women and a fundraiser for the Breast Cancer Fund.

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Kit was the first sales manager for Kali's Sweets & Savories (renamed Clif Bar Inc. in 1997 and Clif Bar & Company in 2005). In addition to her work at Clif Bar, Kit is an accomplished artist, dancer, actor and equestrian. Kit spent seven years as a dancer and choreographer in San Francisco and worked for 10 years as disabled access coordinator at San Francisco's Exploratorium, a museum of science, art and human perception. Passionate about the outdoors and outdoor activities like climbing, camping, hiking, and skiing, Kit lived and worked in Yosemite National Park and Glacier National Park for several summers.

Kit continues to find inspiration in food and the outdoors. After purchasing 80 acres of farmland in Napa, Kit and Gary began work on a new venture, the Clif Bar Family Winery & Farm. Since 2004, the organic winery has released 5,000 cases under the Clif Bar Family Winery label.

A native of Canada, Kit holds a degree in sign language from Ohlone College in Fremont, Calif. In addition to her roles at Clif Bar & Company and the Clif Bar Family Winery & Farm, Kit is an active fundraiser for her local community.

Kit, Gary and their three children reside on their farm in the Napa Valley where Kit can be found tending to her horses, goats, dogs, cats, turkeys and chickens, growing organic vegetables or planting tree crops. Together, Kit and Gary share a passion for adventure, travel and great food and wine.